

# EVERY STORE should appear in the Directory and the Directory should be in Every Store.

Besides its use to the storekeeper, it is a convenience the customer looks for. The store that offers an old Directory, or no Directory at all, fails to show its patrons a courtesy they will find elsewhere.

## CALIFORNIA

" Cap & Cloak Co Abr Curlow mgr 109 New Montgy 6th fl  
 " Card Mig Co W J Helmquest pres Herman Adam v-pres N E Reid sec-treas photog mountings 500 Potrero av  
 " Casing Co Bernard Neustadter pres Elsa B Neustadter sec-treas 1180 Folsom  
 " Casket Co E L Cross mgr 959 Mission  
**CALIFORNIA CASUALTY INDEMNITY EXCHANGE, THE**, Index Investment Corporation (formerly Carl G Brown Inc) Mgrs, 1616 Mills Tower, 220 Bush, Tel SU ter, 2600  
 " Cattleman's Assn John Curry sec 450 Mission R301  
 " Central Oil Co R C Kennedy sec 1 Montgy R604  
 " Chapter No 7 Knights Rose Croix 1859 Geary  
 " Chapter No 5 (R A M) Masonic Temple  
 " Chapter Order of De Molay 1859 Geary  
 " Cherry Growers Assn F W Maddocks pres-mgr 525 Market R406  
 " Clinical Laboratory Ivan Schomaker dir 450 Sutter R1801  
**CALIFORNIA CLOTHING CO THE, D H Steiner Pres, D K Werthelm V-Pres-Mgr, Men's and Women's Wearing Apparel, 39 Stockton, Tel SU tter 2890**  
 " Club Mrs V E White sec 1750 Clay  
 " Coal & Coke Corp 85 2d R806  
 " College of Chiropraxy Baxter Ham supt 1770 Eddy  
 " Commandery No 1 (K T) Masonic Temple  
 " -Commercial Union Barber Shop (F J Cameron Jos Mamer) 315 Montgy R630  
 " Commercial Union Bldg 315 Montgy  
 " Commissary Co P J Deasy mgr 605 Washn R205  
 " Conference Board of Church Schools (M E) Rev O H Langdon dir 3 City Hall av R506  
 " Conference Epworth League P W Campbell dir 3 City Hall av R507  
 " Conference of Social Work Anita Eldridge sec 20 2d 3d fl  
 " Congress of Parents and Teachers Inc Mrs W J Hayes pres Mrs E K Strong corres sec 26 O'Farrell R906  
**CALIFORNIA CONSERVING CO INC, E S Wangerheim Pres, N W Stern V-Pres, M E Wangerheim V-Pres, Mfrs of California Home Brand Catsup and Pickles, 501 Lumbermen's Bldg, 110 Market, Tel SU tter 6419**  
 " Consistory No 5 S P R S 1859 Geary  
**CALIFORNIA CONSOLIDATED WATER CO, E F English Pres, R W Hanna V-Pres, A O Jones (L A) V-Pres, J MacPherson (L A) Exec V-Pres, R N Dreiman Sec-Treas, 415 Standard Oil Bldg, 225 Bush, Tel DO uglas 3966**  
 " Construction Co A J Crocker pres paving contrs 225 Bush  
**CALIFORNIA CONSUMERS CO, E F English Pres, R W Hanna V-Pres, J MacPherson (L A) Exec V-Pres, R N Dreiman Sec-Treas, 415 Standard Oil Bldg, 225 Bush, Tel DO uglas 3966**  
 " Contractors Assn H A Bertram pres E J Elbury sec 74 New Montgy R407  
 " Co-operative Cannery G N Piarr pres J B Bruening sec-treas 230 Calif 6th fl  
**CALIFORNIA COSTUME CO (Rudolph Scholz)** Theatrical Masquerade Costumes and Accessories, Reasonable Rates, 3420 25th, Tel AT water 0446, Res Tel MI sson 6328  
**CALIFORNIA COTTON MILLS CO, Alfred Auze Mgr, 343 Sansome R609, Tel SU tter 2935**  
**CALIFORNIA COTTON MILLS FUMIGATION PLANT, Henry W Hart Mgr, 93 Berry, Tel EX brook 1681**  
 " Council No 7 Knights Kadosh 1859 Geary  
 " Council No 880 K of C 150 Golden Gate av  
 " Council No. 530 National Union Assn 414 Mason  
 " Council No 2 (R & S M) Masonic Temple  
 " Court Hotel Apartments 1541 Calif  
**CALIFORNIA CREDIT SERVICE CO (J B Gardner, J E Riddell), Credit Ratings, Loans and Collections, 1208 Humboldt Bank Bldg, 785 Market, Tel GA rfield 0958**  
 " Dairy Council S H Greene sec-mgr 216 Pine R307  
**CALIFORNIA DECISIONS (Supreme Court Semi-Weekly), 374 Pine and 460 4th, Tel SU tter 1190**  
 " Delicacies Ltd J S Teagar pres fruit pkrs 7 Front R110  
 " Demokrat Emil Goldschmid publ 634 Mission  
 " Dental Laboratory Ltd C H Van Zandt mgr 450 Sutter R1331  
 " Dispatch Line V C Sheehan pres G E Hart v-pres A Dalziel sec ry supp 216 Pine R503  
 " Distributing Co (Paul Teilh Irving Jarus) mfrs agts 690 Market R1019

**CALIFORNIA DOOR CO THE, Kilburn Moore Pres, W I Wilson V-Pres, Geo E Wilson V-Pres and Treas, V A Boell Sec, Wholesale Lumber, 506 Doe Bldg, 153 Kearny, Tel DO uglas 3290, Saw Mills Diamond Springs**  
 " Dried Fruit Research Institute L B Williams dir 1 Drumm R601  
 " Dyeing & Cleaning Works Inc David Cohn mgr 1359 Folsom  
**CALIFORNIA EASTERN STAR (Monthly), J L Danner Editor, Simon Hymes Business Mgr, 233 Marshall Square Bldg, 1182 Market, Tel HE mlock 3640**  
 " Egg Preserving Co W E Clayton pres machy 25 Taylor R312  
 " Electragists Edw Martin sec 604 Mission R604  
 " Electric Railway Assn W V Hill mgr 58 Sutter R507  
**CALIFORNIA ELECTRIC SUPPLY CO, M E McDonnell Pres, L B McDonnell V-Pres, E L McDonnell Sec-Treas, Jobbers of Electrical Supplies, Lighting Fixtures, 1583 Folsom, Tel HE mlock 0347**  
 " Electrical Construction Co C L Chamberlin sec-mgr 639 Mission  
 " Evergreen Nursery (Manuel Rolleri, Dario Romano, Natalie Merlo, Mario and Louis Criscio) 202 Goettingen  
 " Farm Bureau Federation J J Deuel mgr 593 Market R802  
 " Federation of Labor Paul Scharrenburg sec 525 Market R712  
**CALIFORNIA FERTILIZER WORKS, John B Lacoste Pres, Alfred Lacoste V-Pres, Pierre Bareilles Sec-Treas, California Market Bldg, 553 California, Tel EX brook 3717, Factory Evans Av bet Lane and Mendell**  
 " Fig Syrup Co C R Danielson pres 420 2d  
**CALIFORNIA FILTER CO, K J Shibley (Seattle) Pres, P F Bovard Sec-Treas, Mfrs of Water Filters, Softeners and Sterilizers, 981 Folsom, Tel GA rfield 2047**  
 " Finance Protective Assn E W La Tourette pres W White sec 1241 Van Ness av  
 " Fire Extinguisher Co (G L Widup R St J Orr) 69 Main  
 " Fireworks Co Ltd H S Craft mgr 268 Market R258  
**CALIFORNIA FISH AND GAME COMMISSION, J Dale Gentry Pres, Isadore Zellerbach and E B Gilmore Commissioners, John L Farley Exec Officer in Charge of S F Office, Edw L Macaulay Chief of Patrol, Eug D Bennett Attorney, 450 McAllister, 6th Floor, Tel UN derhill 8700**  
 " Floral Co (Steve Fazio Domenic Molinari) 1416 Calif  
 " Flower Market M Okada pres whol 171 5th  
 " Food Palace 1111 Market  
 " Football Assn Wm Campbell sec 821 Market R555  
 " Forest Protective Assn S R Black sec 74 New Montgy R612  
 " French Laundry (Simon Bidalot Simon Carzale) 5045 Calif  
 " Fringe Co Nathan Gold mgr draperies 783 Mission 5th fl  
 " Fruit Growers Exch W C McPherson mgr 500 Sansome R705  
 " Fruit Juice Co Ltd F R Fisher pres-treas W R Baker v-pres J G Ames sec 986 Harrison  
 " Fruir Krush Co B J Williams pres E D Eddy v-pres food products 371 5th  
 " Fruit News (weekly) H C Rowley publ 405 Montgy R926  
 " Fruit Selling Co D E Ettinger mgr dried fruits 280 Battery  
 " Fur Co (Jack Zelle) 259 Geary R503  
 " Gem Co Richd Adam mgr 311 Grant av  
 " Genealogical Society Sarah L Kimball sec Public Library Civic Center  
 " Gold Exploration Co J L Stewart pres W D Simonds v-pres C L Braskamp sec-treas 206 Sansome R1203  
 " Graden Stamm No 1 U O R M 3053 16th  
 " Grape Control Board Ltd 85 2d R300  
 " Grays 275 Divisadero  
 " Greek Newspaper T B Mountanos publ 266 3d  
 " Gross Stamm U O R M 3053 16th  
 " Grower The H F Stoll editor 85 2d R524  
 " Growers & Shippers Protective League M E McKirahan mgr 85 2d R521  
 " Hall 625 Polk  
 " Hall Assn 625 Polk  
**CALIFORNIA HAT WORKS, Ed Samara Prop, Expert Renovating and Reblocking, Panama Hat Specialists, 75 Turk**  
 " Hawaiian Milling Co A B Hill jr pres N T Young v-pres-mgr 330 Ritch  
 " Hide Co H S Walker mgr 724 Battery  
 " Highway Commission (Legal Dept) Hugh K McKeivitt atty 233 Montgy R1620  
 " Historical Society Dorothy Huggins corres sec 609 Sutter R301  
**CALIFORNIA HOME BUILDING LOAN CO, P B Roberts Pres, R L Handy Sec, W W Colquhoun Asst Sec, 2d Floor Hearst Bldg, 3d and Market, Tel GA rfield 7295**

## CALIFORNIA

" Home Missionary Society Rev H H Gill supt 760 Market R1164  
 " Hospital Co Mrs Mildred O'Bryan sec 3 City Hall av R300  
 " Hotel 1390 Calif  
**CALIFORNIA HOTELS EMPLOYMENT AGENCY (Alexander H MacGregor) 51 McAllister, Tel MA rket 1124**  
 " Ink Building 545 Sansome  
 " Ink Co Inc G D Graham pres C M Reed v-pres A N Nathan sec 545 Sansome 3d fl  
 " Inspection Rating Bureau W A Chowen mgr R A Whittaker sec 216 Pine 7th fl  
 " Insurance Agencies Ltd W J McHan mgr 25 Taylor R616  
 " Insurance Bureau C S Walker mgr ins adj 405 Montgy R208  
**CALIFORNIA INSURANCE CO, J C Griffiths Jr Pres, Jas K Moffitt V-Pres, A N Lindsay V-Pres, H H Lamb Sec-Treas, M E Spaulding Asst Sec, California-Commercial Union Bldg, 315 Montgomery, Tel DO uglas 0170 (See front cover and page 1730)**  
**CALIFORNIA INSURANCE CO OF SAN FRANCISCO, W B Brandt & Co Inc General Agents, "All Risks" and Inland Marine Dept, California-Commercial Union Bldg, 315 Montgomery, Tel EX brook 4787**  
 " Investment Fund Inc A J Oyster pres W F Sisson v-pres C C Trowbridge sec 235 Montgy R650  
 " Iron & Steel Corp T E Brady mgr 34 Missouri  
 " Irrigated Farms D B Cohen pres A V Travis v-pres-sec 405 Montgy R520  
 " Jewelry Co Inc L O Levison pres W H Levison v-pres J M Glennan sec whol jlws 704 Market R512  
 " Joint Immigration Committee V S McClatchy sec 85 2d R714  
 " Journal (weekly) H F Budde publ 447 Minna  
 " Journal of Development (monthly) Ferry Bldg 2d fl  
 " Kildow Co (Fredk Bense Howard Jayne) mothproofing 1274 Mission  
 " Lands Inc E D Woodruff pres 625 Market 13th fl  
 " Laundry & Supply Co Ltd Louis Hamil mgr 50 Rickard  
**CALIFORNIA LAW & COLLECTIONS AGENCY, 505 Russ Bldg, 235 Montgomery, Tels SU tter 1550 and 1551**  
 " Leather Jobbing Corp W A Collier genl mgr 435 Stevenson  
 " Legionnaire (monthly) E W Bolt mgr W H Killam editor Veterans bldg War Memorial  
 " Legislative Board of Railway Brotherhoods G F Irvine chmn 821 Market R929  
 " Lodge No 1 F & A M H A Marvin sec 417 Montgy R224  
 " Lodge No 1 K of P 1739 Fillmore  
 " Lodge No 163 I O B E B 149 Eddy  
**CALIFORNIA LODGE OF PERFECTION NO 10, Ancient and Accepted Scottish Rite, Wm F Heinicke Sec, 1859 Geary**  
 " Lumber Merchant (monthly) W T Black rep 112 Market R226  
**CALIFORNIA-MANILA IMPORT CO, Hugh F Hutchison Genl Mgr, Importers-Exporters of Minerals, Coal, Fertilizer, Copra, Clothing, Hats, Etc, 24 California R319, Tel DO uglas 6962, Cable Address "Hutch"**  
 " Manufacturers Assn J A Pettis mgr Loretta C Reynolds sec 220 Montgy R575  
 " Manufacturers of Carbonated Beverages Clyde D Lightbody sec 853 Howard  
 " Marine Council Ferry bldg rm B  
 " Market Creamery (F J Lotz H J Taft) 468 Pine  
**CALIFORNIA MATERIAL DEALERS' ASSN, F L Hatch Sec, 925 Hearst Bldg, Market at 3d, Tel GA rfield 2235**  
 " Materials Co (O C Barrymore Axel Johnson) bldg matls 540 8th  
 " Meat Co (Henry Caillaud jr Jos Bacciocco) 620 Montgy  
 " Medical Assn Emma W Pope sec 450 Sutter R2004  
 " Medical Assn (Dept of Public Relations) W M Dickie dir 450 Sutter R2039  
 " Metal Enameling Co F H Rodgers mgr 557 Market 3d fl  
 " Metal Trades Assn F C Metcalf sec 116 New Montgy R833  
 " Metal & Mineral Producers Assn G C Brown sec 519 Calif R302  
 " Mill Co F H Martell pres 645 Bryant  
 " Mortgage Insurance Co L B Peplinger pres W H Godwin v-pres A E Sbarbora v-pres F E Young sec-treas 485 Calif R405  
 " Motor Coach Co E J Swanson mgr 1346 Folsom  
 " Motor Delivery Co F A Mosebach mgr 439 Bryant  
 " Motor Express Ltd J C Coughlin treas 434 Ellis  
 " Motor Transport Co Ltd J C Coughlin pres 434 Ellis  
 " Multigraphing Shop (Helen G Schulke Mrs L P Willson) 68 Post R222